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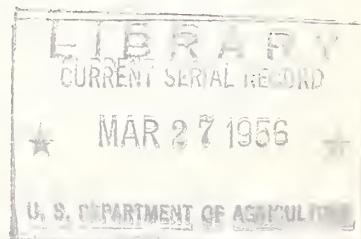


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HOUSEHOLD PURCHASES  
OF  
BUTTER, CHEESE, NONFAT DRY MILK SOLIDS, AND MARGARINE,

BY  
REGIONS AND RETAIL SALES OUTLETS

APRIL-JUNE 1954



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Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

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## PREFACE

This is the first in a series of quarterly reports summarizing data on purchases by householders of butter, cheese, nonfat dry milk solids, and margarine. This report, and subsequent reports in this series, supplement the monthly series, "Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine," by providing information on household purchases of these products by geographic regions and types of retail outlets.

The estimates are projections based on reports by a representative nationwide sample of approximately 5,800 families. The reports are based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture.

This series is based on information obtained from a cooperative project financed by the dairy industry and the U. S. Department of Agriculture. The Department funds are provided under the Agricultural Marketing Act of 1940 (RMA, Title II).

This report was prepared in the Agricultural Marketing Service, Marketing Research Division, Market Development Branch.

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HOUSEHOLD PURCHASES OF BUTTER, CHEESE,  
NONFAT DRY MILK SOLIDS, AND MARGARINE, BY  
REGIONS AND RETAIL OUTLETS, APRIL-JUNE 1954

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for 13-week periods in order to permit comparison of purchase volume between periods of equal length.

SUMMARY

This is the first in a series of quarterly reports on purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. These reports will indicate purchase patterns for the specified dairy products and margarine by regions and type of retail sales outlet. Past surveys which have been of a spotty nature have revealed that large differences do exist in consumption patterns for various dairy products. This report and subsequent reports will establish more fully where and to what degree these differences exist by giving breakdowns for regions and sales outlets by volume of purchases, per capita purchase rates, average size of purchases, prices paid, and related information. The continuing nature of this series of reports will also allow comparisons in rates of change in purchases and other factors. In addition, as this series develops over time, significant trends in the data and seasonal patterns of household purchases will be noted.

Householders in the Northeast and North Central regions consumed more butter per capita than those in any other region in the 13-week period, April-June 1954. Purchases per capita in Southern households were the smallest in the Nation, less than one-third of the U. S. average. Consumers reported paying the lowest average price for butter in the North Central States and the highest price in the South and Mountain-Southwest regions. A greater quantity of butter was bought in independent grocery stores than in any other type of outlet during the quarter; however, prices for butter in the independent groceries were reported somewhat higher than in the chain stores.

Margarine purchases per capita for household use during the April-June period were reported well above the U. S. average in the Pacific and Mountain-Southwest areas. Both these regions reported lower average prices to consumers for margarine than in each of the other three regions. Almost 40 percent of all margarine purchases for household use were made in independent grocery stores--about the same as that observed for butter. Average prices to householders for margarine during the quarter were about 3 cents per pound higher in independent stores than in chain stores.

Purchases of nonfat dry milk solids for household use in April-June ranged from 136 pounds per 1,000 capita for the North Central States to 321 pounds per 1,000 capita for the Mountain-Southwest States. The average price paid for this product was reported somewhat lower in the Northeast and Pacific regions than elsewhere. Consumers bought about the same amounts of nonfat dry milk solids in the three major retail outlets, national chains, regional and local chains, and independent grocers. The average price paid per pound for nonfat dry milk solids was reported 4 to 6 cents per pound lower in national chains than in other types of retail outlets.

Regional patterns of household purchases of natural American cheese in the 13-week period, April-June 1954, show the Pacific region per capita rate well above the U. S. average with the other areas grouped closely around the average. Consumers in the Northeastern States were heavy users of natural Swiss, cream, and "other" varieties as compared to the rest of the Nation. Cottage cheese purchases per capita by households were reported particularly low in the South and high in the Pacific region. Independent grocery stores were generally the largest single outlet for purchases of the various types of cheese. In the case of cottage cheese only, householders reported a significant amount of home delivered purchases. Householders reported paying somewhat lower prices during the quarter for the natural and processed cheese types in the chain store outlets. Cottage cheese prices, however, were about the same in all retail outlets.

#### BUTTER

American householders reported buying an estimated total of 185 million pounds of butter during the 13-week period, April-June 1954. This was close to 60 percent of total disappearance of creamery butter during the quarter. Estimated total civilian disappearance of butter during calendar year 1953 was 1,369 million pounds of which 1,148 million pounds was creamery butter and 221 million pounds was farm-churned butter.

Consumers reported paying an average price of 66.1 cents per pound for butter in the April-June period, ranging from 64.1 cents in the North Central region to 69.1 cents in the South and Mountain-Southwest areas. Householders reported buying a little over 1 pound of butter per purchase during the quarter; the greatest variation from this average was in the South, where the average size of purchase was close to eight-tenths of a pound. Household purchases per capita in April-June indicated much higher levels of butter consumption in the Northeast and North Central States than in the rest of the Nation. The Northeast and North Central regions, together accounted for 80 percent of total U. S. household purchases during the quarter, although they represent only 60 percent of the U. S. population. Reported per capita purchases in the South and Mountain-Southwest were far below the U. S. average (table 1).



Householders reported buying more than one-third of all April-June purchases from independent grocers. Average prices reported paid for butter in the various retail outlets during the quarter ranged from 63.7 cents in "other" outlets to 70.7 cents for house-to-house delivery. The average size of purchase for the five outlets showed little variation with the exception of "other" outlets, which is about 50 percent higher (table 2).

#### MARGARINE

Purchases of margarine by American householders totaled an estimated 275 million pounds in the 13-week period, April-June 1954. This was just under 90 percent of estimated total disappearance of margarine during the quarter. Total civilian disappearance of margarine during calendar year 1953 was estimated at 1,258 million pounds.

Although regional totals ranged from 38.2 million pounds for the Pacific to 76.2 million pounds for the Northeast area, purchases per capita by households during the April-June period were reported substantially higher in the Pacific Coast States than for the Nation as a whole. Household purchases per capita of margarine, as well as butter, were lower in the South than in the other four major areas. The average size of householders' margarine purchases ranged from 1.3 pounds in the South to 1.7 pounds in the Pacific region (table 3).

Only slight regional differences were reported in prices paid by consumers for margarine during the quarter. Prices were generally lower in the West and South than in the North and Northeast.

Householders reported buying about 40 percent of their margarine during the quarter from independent grocers, with almost all of the remainder divided between national chains and regional and local chains. Consumers reported paying lower prices for margarine in chain stores than in other retail outlets. Only small differences in April-June 1954 were reported by household consumers relative to average size of margarine purchases in the various retail outlets (table 4).

#### NONFAT DRY MILK SOLIDS

Estimated total household purchases of nonfat dry milk solids during April-June 1954 were reported at slightly over 34 million pounds. About 18 percent of all families reported buying nonfat dry milk solids during the quarter (table 5).

The average price for nonfat dry milk solids was higher in the South than elsewhere in the quarter ending June 1954. The frequency of purchase per buying family was well above average in the South and Mountain-Southwest regions. On the other hand, the average size of purchase was highest in the Pacific States. Regionally, total household purchases of nonfat dry milk solids ranged from 4.3 million pounds in the Pacific to 10.2 million pounds for the South. However, the Mountain-Southwest area reported the largest per capita purchase rate for households during April-June, with the South and Pacific regions also above the U. S. average. The North Central per capita household purchases were 40 percent below the U. S. average (table 6).

Household purchases of nonfat dry milk solids were about evenly divided among national chains, regional and local chains, and independent grocery stores in the April-June period. A small amount--about 4 percent--was reported purchased in other outlets. Consumers bought larger quantities per purchase in the national chain outlets than in other type stores; the average price paid for nonfat dry milk solids was considerably lower in the national chain stores than in all other outlets (table 7).

#### CHEESE

Total household purchases of natural and processed cheese, including cheese foods and cheese spreads, during the April-June 1954 period were reported at 163.2 million pounds (purchased weight basis). This total was divided about equally between natural and processed cheese. Cottage cheese purchases, not included in the above total, were estimated at almost 118 million pounds during the quarter. The estimated percentage of all families buying each type during the quarter ranged from over 14 percent for natural Swiss to 43 percent buying natural American cheese. Fifty-five percent of all families bought cottage cheese in this period. Families buying cheese made 3 or less purchases during the 13-week period for all types except cottage cheese for which the average number of purchases was close to five (table 8).

Household purchases per capita in April-June of natural American--the type most commonly sold--indicate rates close to the U. S. average of 305 pounds per 1,000 population for all regions except the Pacific, where the per capita rate for natural American was about 80 percent above average. Per capita rates for natural Swiss, cream, and "other" varieties during the quarter were much higher for Northeast households than for the other geographic areas. Processed cheese purchases per capita were reported as quite low in the South. Also, particularly noticeable was the variation in household purchases per 1,000 persons for cottage cheese in the April-June period ranging from about 260 pounds per 1,000 population in the South to 1,400 pounds in the Pacific area (table 11).

Generally, the largest retail outlet for cheese purchases by householders in the quarter was the independent grocery. Consumers bought very little natural or processed cheese in outlets other than stores but did purchase a large amount of cottage cheese in the home delivery outlet (table 13). Average prices paid for the natural and processed cheese types were somewhat higher in the independent grocers than in the national and regional and local chains. Cottage cheese prices, however, were reported about the same in all types of retail outlets (table 15).

### Notes on Tables

The tables contained in this series of quarterly reports give data breakdowns by regions and type of retail outlets.

Regional reports cover areas defined as follows:

- (1) Northeast -- New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.
- (2) North Central -- Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.
- (3) South -- Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.
- (4) Mountain -- Eight Mountain States and Texas and Oklahoma.
- (5) Pacific -- Washington, Oregon, and California.

The approximate United States population distribution of these regions is as follows: Northeast, 28.0 percent; North Central, 29.7 percent; South, 22.4 percent; Mountain and Southwest, 9.8 percent; and Pacific, 10.1 percent.

Retail outlets for quarterly reports are defined as follows:

- (1) National chains -- A & P, Kroger, and Safeway Stores.
- (2) Regional and local chains -- those chains having 4 or more stores (excluding those in the national chain category).
- (3) Independent groceries -- independently owned stores, groups of stores not falling in above categories, and voluntary associations of independently owned stores.
- (4) House-to-house -- purchases from milkman or other wagon salesmen.
- (5) Other -- purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.



Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Year and quarter	Total quantity purchased					
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
1954						
Apr.-June	185.4	71.4	75.6	12.6	7.5	18.3
July-Sept.						
Oct.-Dec.						
	Average price paid per pound					
	Cents	Cents	Cents	Cents	Cents	Cents
1954						
Apr.-June	66.1	67.7	64.1	69.1	69.1	65.1
July-Sept.						
Oct.-Dec.						
	Average size of purchase					
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1.09	1.00	1.25	0.84	1.07	1.05
July-Sept.						
Oct.-Dec.						
	Purchases per 1,000 capita					
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1,174	1,669	1,679	333	461	1,150
July-Sept.						
Oct.-Dec.						

Table 2. --Butter: Household purchases, average price per pound,  
and average size of purchase, United States  
by type of retail outlet, 13-week periods

Total quantity purchased					
Year and quarter	National chains	Regional and local chains	Independent groceries	House- to- house	Other outlets
	Million <u>pounds</u>	Million <u>pounds</u>	Million <u>pounds</u>	Million <u>pounds</u>	Million <u>pounds</u>
1954					
Apr.-June	37.1	52.2	67.6	9.8	18.9
July-Sept.					
Oct.-Dec.					
Average price paid per pound					
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954					
Apr.-June	65.0	65.4	67.3	70.7	63.7
July-Sept.					
Oct.-Dec.					
Average size of purchase					
	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>
1954					
Apr.-June	1.02	1.04	1.06	1.07	1.59
July-Sept.					
Oct.-Dec.					

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Table 3.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita U. S. and regions, 13-week periods

Year and quarter	Total quantity purchased					
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
1954						
Apr.-June	274.4	76.2	73.4	53.8	32.8	38.2
July-Sept.						
Oct.-Dec.						
Average price paid per pound						
	Cents	Cents	Cents	Cents	Cents	Cents
1954						
Apr.-June	26.4	27.4	27.2	26.1	25.7	24.1
July-Sept.						
Oct.-Dec.						
Average size of purchase						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1.45	1.43	1.43	1.31	1.42	1.68
July-Sept.						
Oct.-Dec.						
Purchases per 1,000 capita						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954						
Apr.-June	1,737	1,783	1,629	1,418	2,011	2,398
July-Sept.						
Oct.-Dec.						

National Consumer Panel of Market Research Corporation of America.

Table 4.--Margarine: Household purchases, average price per pound,  
and average size of purchase, United States  
by type of retail outlet, 13-week periods

		Total quantity purchased						
Year and quarter	:	National chains	:	Regional and local chains	:	Independent groceries	:	All other outlets
	:	<u>Million pounds</u>	:	<u>Million pounds</u>	:	<u>Million pounds</u>	:	<u>Million pounds</u>
1954	:		:		:		:	
Apr.-June	:	77.3	:	82.2	:	106.7	:	<u>1/</u> 8.2
July-Sept.	:		:		:		:	
Oct.-Dec.	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:	Average price paid per pound						
	:		:		:		:	
	:	<u>Cents</u>	:	<u>Cents</u>	:	<u>Cents</u>	:	<u>Cents</u>
1954	:		:		:		:	
Apr.-June	:	24.8	:	25.5	:	28.1	:	29.3
July-Sept.	:		:		:		:	
Oct.-Dec.	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:	Average size of purchase						
	:		:		:		:	
	:	<u>Pounds</u>	:	<u>Pounds</u>	:	<u>Pounds</u>	:	<u>Pounds</u>
1954	:		:		:		:	
Apr.-June	:	1.54	:	1.45	:	1.39	:	1.42
July-Sept.	:		:		:		:	
Oct.-Dec.	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	
	:		:		:		:	

1/ Includes house-to-house purchases of 1.6 million pounds.

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Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods

Year and quarter	Total quantity purchased				
	Northeast	North Central	South	Mountain- Southwest	Pacific
	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>
1954					
Apr.-June	8,300	6,100	10,190	5,230	4,330
July-Sept.					
Oct.-Dec.					
	Average price per pound for all purchases				
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954					
Apr.-June	35.9	38.2	38.7	38.4	36.9
July-Sept.					
Oct.-Dec.					
	Average price per actual 1-pound unit purchases				
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954					
Apr.-June	34.4	35.5	36.6	37.3	37.4
July-Sept.					
Oct.-Dec.					

Continued

Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods--Continued

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National Consumer Panel of Market Research Corporation of America.



Table 7.--Nonfat dry milk solids: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Year and quarter	Total quantity purchased			
	National chains	Regional and local chains	Independent groceries	All other outlets
	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>1,000 pounds</u>
1954				
Apr.-June	11,600	10,240	11,110	1,220
July-Sept.				
Oct.-Dec.				
	Average size of purchase			
	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
1954				
Apr.-June	24.8	20.4	19.5	25.4
July-Sept.				
Oct.-Dec.				
	Average price per pound for all purchases			
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954				
Apr.-June	34.2	38.4	40.3	40.0
July-Sept.				
Oct.-Dec.				
	Average price per actual 1-pound unit purchases			
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954				
Apr.-June	32.7	36.8	39.3	39.9
July-Sept.				
Oct.-Dec.				

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Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods

Year and quarter	Total quantity purchased							
	Natural				Processed			Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads	
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
1954 Apr.-June July-Sept. Oct.-Dec.	48,160	10,490	10,430	10,670	34,430	30,240	18,790	117,820
	Average price paid per unit							
	Pound	Pound	3 oz.	Pound	Pound	Pound	Pound	12 oz.
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1954 Apr.-June July-Sept. Oct.-Dec.	62.9	76.3	14.2	76.0	61.0	46.1	54.3	21.2
	Purchases per 1,000 capita							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954 Apr.-June July-Sept. Oct.-Dec.	304.9	66.4	66.0	67.5	218.0	191.4	119.0	745.9

Continued

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods--Continued

Percentage of all families buying								
Year and quarter	Natural				Processed			Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
1954								
Apr.-June	42.6	14.5	23.9	17.7	40.7	25.2	28.0	54.5
July-Sept.								
Oct.-Dec.								
Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number
1954								
Apr.-June	3.04	2.32	2.51	2.01	2.78	1.93	1.93	4.71
July-Sept.								
Oct.-Dec.								
Average size of purchase								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1954								
Apr.-June	13.3	9.9	5.6	9.6	10.9	22.7	12.2	15.8
July-Sept.								
Oct.-Dec.								

National Consumer Panel of Market Research Corporation of America.

Table 9.--Cheese: Quantity purchased by households, by types, by regions,  
13-week periods

[illegible]

Continued

Table 9.--Cheese: Quantity purchased by households, by types, by regions,  
13-week periods--Continued

Processed cheese (excluding cheese foods and cheese spreads)						
Year and quarter	Northeast	North Central	South	Mountain- Southwest	Pacific	
	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	
1954						
Apr.-June	13,250	8,920	6,010	3,440	2,810	
July-Sept.						
Oct.-Dec.						
	Processed cheese foods					
1954						
Apr.-June	8,560	10,590	3,940	3,290	3,860	
July-Sept.						
Oct.-Dec.						
	Processed cheese spreads					
1954						
Apr.-June	4,520	7,570	2,240	1,900	2,570	
July-Sept.						
Oct.-Dec.						
	Cottage cheese					
1954						
Apr.-June	30,250	44,730	9,810	10,740	22,290	
July-Sept.						
Oct.-Dec.						

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Table 10.---Cheese: Average size of purchase by households, by types, by regions, 13-week periods

[illegible]

Continued

Table 10.--Cheese: Average size of purchase by households, by types, by regions, 13-week periods--Continued

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 11.--Cheese: Household purchases per 1,000 capita,  
by types, by regions, 13-week periods

Year and quarter	Natural American				
	Northeast	North Central	South	Mountain- Southwest	Pacific
	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>
1954					
Apr.-June	260.9	276.7	289.5	303.6	540.7
July-Sept.					
Oct.-Dec.					
Natural Swiss					
1954					
Apr.-June	121.7	53.6	41.5	24.8	56.0
July-Sept.					
Oct.-Dec.					
Natural Cream					
1954					
Apr.-June	138.8	51.7	31.3	21.4	39.8
July-Sept.					
Oct.-Dec.					
Natural - Other varieties					
1954					
Apr.-June	130.6	69.1	26.8	20.6	38.7
July-Sept.					
Oct.-Dec.					

Continued

Table 11.--Cheese: Household purchases per 1,000 capita,  
by types, by regions,  
13-week periods--Continued

[illegible]

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Table 13.--Cheese: Quantity purchased by households, by types,  
by retail sales outlet, 13-week periods

[illegible]

Continued

Table 13.--Cheese: Quantity purchased by households, by types, by retail sales outlet, 13-week periods--Continued

Processed (excluding cheese foods and spreads)				
Year and quarter	National chains	Regional and local chains	Independent groceries	All other outlets
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
1954				
Apr.-June	10,010	10,310	13,380	740
July-Sept.				
Oct.-Dec.				
	Processed cheese foods			
1954				
Apr.-June	10,910	9,290	9,620	<u>1</u> /
July-Sept.				
Oct.-Dec.				
	Processed cheese spreads			
1954				
Apr.-June	4,350	6,600	7,450	<u>1</u> /
July-Sept.				
Oct.-Dec.				
	Cottage cheese			
1954				
Apr.-June	20,120	32,380	46,700	<u>2</u> /18,620
July-Sept.				
Oct.-Dec.				

1/ Too few purchases reported for analysis.

2/ Includes house-to-house purchases of 15.6 million pounds.

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Table 14.--Cheese: Average size of purchase by households, by types, by retail sales outlet, 13-week periods

[illegible]

Continued

Table 14.--Cheese: Average size of purchase by households, by types,  
by retail sales outlet, 13-week periods--Continued

Processed (excluding cheese and spreads)				
Year and quarter	National chains	Regional and local chains	Independent groceries	All other outlets
	Ounces	Ounces	Ounces	Ounces
1954				
Apr.-June	10.7	10.0	11.3	20.4
July-Sept.				
Oct.-Dec.				
Processed cheese foods				
1954				
Apr.-June	24.7	22.3	21.4	1/
July-Sept.				
Oct.-Dec.				
Processed cheese spreads				
1954				
Apr.-June	11.4	12.8	12.1	1/
July-Sept.				
Oct.-Dec.				
Cottage cheese				
1954				
Apr.-June	15.5	15.5	15.9	16.4
July-Sept.				
Oct.-Dec.				

1/ Too few purchases reported for analysis.

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Table 15.--Cheese: Average price paid per unit by households, by types, by retail sales outlet, 13-week periods

[illegible]

Continued

Table 15.--Cheese: Average price paid per unit by households, by types, by retail sales outlet, 13-week periods--Continued

Year and quarter	Processed (excluding cheese foods and spreads) - per pound			
	National chains	Regional and local chains	Independent groceries	All other outlets
	Cents	Cents	Cents	Cents
1954				
Apr.-June	57.1	60.9	64.5	51.2
July-Sept.				
Oct.-Dec.				
Processed cheese foods - per pound				
1954				
Apr.-June	42.4	45.9	50.4	1/
July-Sept.				
Oct.-Dec.				
Processed cheese spreads - per pound				
1954				
Apr.-June	56.6	52.2	55.2	1/
July-Sept.				
Oct.-Dec.				
Cottage cheese - per 12 ounce				
1954				
Apr.-June	21.0	20.9	21.4	21.4
July-Sept.				
Oct.-Dec.				

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

